

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: April 5, 2013

SUBJECT: Director's Report

Lynnwood Lodging Tax Revenue

The good news about Lynnwood lodging tax revenues continues! Through February 2013, lodging tax revenues were \$101,026 which is 40% better than STLY, and higher than any period since the Office of Economic Development began tracking revenues in 2001. This dramatic increase is attributed in part to an increase in business travel, in particular a major project taking place at naval station in Everett.

Smith Travel Report

The Snohomish County Tourism Bureau provides year-to-date tourism metrics for Snohomish County. Through February 2013, occupancy in Snohomish County is up 14.6% compared to the STLY. ADR and RevPAR are also outpacing 2012; ADR is up 2.9% and RevPAR is up 17.9%. The year-to-date countywide metrics are better for ADR and RevPAR, and lagging slightly in occupancy. Lynnwood tourism metrics for the first half of 2013 will be available in July.

Tourism Day in Olympia

On March 12, 2013, Tourism Manager Monroe joined the SCTB and other Snohomish County tourism partners at the Washington Tourism Association's (WTA) third annual Tourism Day in Olympia. The morning session included a keynote address by Governor Inslee, updates on tourism growth in Washington State and an overview of long term funding for WTA. In the afternoon attendees met with Representatives and Senators to inform them of the importance the tourism industry in Washington State. They also asked for "bridge funding" in the amount of \$1.775 million to fund a limited statewide tourism marketing program until WTA has a long-term funding program in place. The long term funding program will be presented to the State legislature in 2014. It calls for industry assessments as a means of raising revenues to support tourism promotion in Washington State. The day concluded with an industry reception at the Governor's Mansion.

Snohomish County Tourism Brand

Snohomish County is preparing to launch the new countywide tourism brand and website. Congratulations to the many stakeholders, visitors, elected officials and Committee members who worked on this effort. The brand launch is planned for May 2, 2013.

Next meeting is scheduled for May 9, 2013